

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 DODE-00 NSAE-00 USIA-15

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R 031500Z MAR 78

FM AMCONSUL BARCELONA

TO SECSTATE WASHDC 4041

INFO AMEMBASSY MADRID

UNCLAS BARCELONA 0172

E.O. 11652: N/A

TAGS: ESTC, SP

SUBJECT: RECOMMENDATION UNDER THE DIB-678P PROCEDURE:

ELECTRICA COMERCIAL COLOMINAS, S.A.

REF: STATE 048291

1. ELECTRICA COMERCIAL COLOMINAS, S.A., ENTENZA 24-30, BARCELONA 15, SPAIN, IS ENGAGED IN THE FOLLOWING ACTIVITIES: A) RETAILER AND WHOLESALE OF ELECTRICAL EQUIPMENT, B) WHOLESALE OF ELECTRIC HOUSEHOLD APPLIANCES, RADIO AND TV SETS, C) AGENT, DISTRIBUTOR AND IMPORTER OF ELECTRONIC COMPONENTS. THE FIRM IS A LEADING COMPANY IN ITS FIELD IN SPAIN WITH HEAD OFFICES IN BARCELONA, 12 BRANCH SALES OFFICES THROUGHOUT SPAIN AND OVER 25 RESIDENT SALES AGENTS COVERING ALL OF SPAIN. ANNUAL SALES ARE ESTIMATED AT U.S. DOLLARS 37.1 MILLION. THE FIRM HAS AN AUTHORIZED AND PAID-IN CAPITAL OF U.S. DOLLARS 309,405. GROSS ASSETS ARE ESTIMATED AT U.S. DOLLARS 9.3 MILLION AND LONG AND SHORT-TERM LIABILITIES AT U.S. DOLLARS 5.1 MILLION. THE FIRM HAS A GOOD FINANCIAL REPUTATION AND OBLIGATIONS ARE MET PROMPTLY. IT HAS A DIVISION OPERATING UNDER THE NAME OF NOVOLLECTRIC, TO HANDLE ITS LINE OF ELECTRIC COMPONENTS AND INDUSTRIAL ELECTRICAL EQUIPMENT. NOVOLLECTRIC HAS NO INDEPENDENT LEGAL OR

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FINANCIAL RESPONSABILITIES, ALTHOUGH IT HAS SEPARATE PREMISES AT VILLARROEL 40, BARCELONA 11, SPAIN, AS WELL AS ITS OWN MANAGEMENT AND SALES ORGANIZATION (SEE WTDR OF 12/77 ON ELECTRICA COMERCIAL COLOMINAS, S.A.). ELECTRICA COMERCIAL COLOMINAS, S.A. IS A DISTRIBUTOR OF TEXAS INSTRUMENTS ITALIA, VIA SALARIA, S/N., CITTA DUCALE, RIETI, ITALY, AND OF OTHER FOREIGN AND

SPANISH FIRMS, FOR ELECTRONIC COMPONENTS (SEE ABOVE MENTIONED WTDR).

2. A CONSULATE OFFICER VISITED ELECTRICA COMERCIAL COLOMINAS, S.A. AND INTERVIEWED MR. RAMON SOLE, PRODUCT MANAGER OF NOVOLECTRIC. MR. SOLE VOLUNTEERED THE FOLLOWING INFORMATION. THEY HAVE BEEN NEGOTIATING WITH RCA CORP. TO BCOME DISTRIBUTORS IN SPAIN. APPARENTLY THE CONTRACT WILL BE SIGNED WHEN THEY RECEIVE THE COMPONENTS FROM RCA, FOR WHICH THEY HAVE A GOOD MARKET.

MR. SOLE STATED THAT RCA COMPONENTS WILL BE SOLD TO LARGE, MEDIUM AND SMALL MANUFACTURERS OF TV AND RADIO SETS IN SPAIN ONLY, AS THEY ARE DOING WITH OTHER COMPONENTS FROM TEXAS INSTRUMENTS AND OTHER SUPPLIERS. THE INTERVIEWER SAW ORDERS FROM SOME OF THEIR CUSTOMERS WHICH INCLUDED LARGE SPANISH MANUFACTURERS OF TV AND RADIO SETS. MR. SOLE REPORTED THAT FROM THE OVERALL SALES OF ELECTRICA COMERCIAL COLOMINAS, S.A., NOVOLECTRIC S SHARE WAS OF ABOUT U.S. DOLLARS 8.7 MILLION IN 1977.

3. IN VIEW OF THE FOREGOING, THE CONSULATE RECOMMENDS ELECTRICA COMERICAL COLOMINAS, S.A. AS A PARTICIPANT (CUSTOMER) UNDER THE DIB-678P (FC-1143) PROCEDURE.
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